

Message Text

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FM SECSTATE WASHDC

TO AMEMBASSY ATHENS

AMEMBASSY BERLIN

AMEMBASSY BUCHAREST

AMEMBASSY BUDAPEST

AMEMBASSY PRAGUE

AMEMBASSY SOFIA

INFO AMEMBASSY BELGRADE

AMEMBASSY VIENNA

AMEMBASSY WARSAW

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VIENNA AND ATHENS FOR AGATT

E.O. 11652:N/A

TAGS:EAGR, EEWT, US, XH

SUBJECT:SOY PROTEIN SEMINAR FOR EAST EUROPEAN COUNTRIES
SECHEDULED IN WARSAW, OCT. 18-19, 1976

1. THE FOREIGN AGRICULTURAL SERVICE IN COOPERATION WITH
THE AMERICAN SOYBEAN ASSOCIATION (ASA) AND FOOD PROTEIN
COUNCIL(FPC) IS SPONSORING SUBJECT SEMINAR FOR INTERESTED
PARTICIPANTS IN EAST EUROPEAN COUNTRIES (BULGARIA, CZECHO-
SLOVAKIA, EAST GERMANY, HUNGARY, POLAND, ROMANIA, AND
YUGOSLAVIA). ACTIVITY IS DESIGNED TO STIMULATE GOVERN-
MENT AND TRADE INTEREST IN SOY PROTEIN BY PROVIDING
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LATEST INFORMATION AND RESEARCH DEVELOPMENT IN SOY PRO-

TEINS PLUS EXPLAINING WAYS THAT SOY FOODS CAN BE USED.

2. SPONSORS ARE INVITING AT LEAST ONE KEY GOVERNMENT OFFICIAL OR OTHER INDIVIDUAL IN EACH EAST EUROPEAN COUNTRY TO ATTEND SEMINAR ON PROJECT FUNDS (TRAVEL AND PER DIEM). ANYONE ELSE HAVING INTEREST IN SEMINAR WELCOME TO ATTEND, BUT AT THEIR OWN EXPENSE. SIMULTANEOUS TRANSLATION PROVIDED DURING CONFERENCE PLUS SPEECHES AVAILABLE SEVERAL LANGUAGES. NO CHARGE FOR PARTICIPANTS.

PAGE 2 OF TELEGRAM TO BERLIN, BUCHAREST, BUDAPEST, PRAGUE, & SOFIA.

3. ACTION REQUESTED: ASA/VIENNA AND FPC AND AG ATTS ARE PRIMARILY RESPONSIBLE FOR DEVELOPING PARTICIPANTS' INTEREST IN SEMINAR. THE SEMINAR REPRESENTS A MAJOR MARKET DEVELOPMENT EFFORT FOR SOY PROTEINS IN EASTERN EUROPE AND SPONSORS ARE GOING TO CONSIDERABLE EXPENSE TO PROVIDE SPEAKERS, TRANSLATIONS, EXHIBITS, ETC. ALL MAJOR U.S. SOY PROTEIN MANUFACTURERS WILL BE REPRESENTED AT SEMINAR TO PROVIDE INFORMATION ABOUT THEIR PRODUCTS, DISCUSS PRICES, JOINT PROMOTIONAL ACTIVITIES, ETC. ASA REPRESENTATIVES AND AG ATTS HAVE BEEN ATTEMPTING TO INFORM POTENTIAL PARTICIPANTS ABOUT THE WARSAW SOY PROTEIN SEMINAR. HOWEVER, ADDITIONAL ASSISTANCE FROM THE EMBASSY WOULD BE HELPFUL. SEMINAR SHOULD BE OF GREAT INTEREST TO MINISTERS OF AGRICULTURE AND HEALTH, NUTRITIONISTS, UNIVERSITIES, FOOD PROCESSORS, INSTITUTIONAL FEEDERS, AND RETAILERS.

4. EMBASSY EFFORTS TO PROMOTE SEMINAR SHOULD BE COORDINATED ASA/VIENNA AND/OR THE AG ATT. ADDRESS OF ASA/VIENNA IS PRINZ EUGEN-STRASSE 14, A-1040 VIENNA 4, (TEL. 65-74-12). INTERESTED PARTICIPANTS SHOULD BE REQUESTED TO CONTACT ASA/VIENNA OR THE AG ATT. KISSINGER

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